

Abstract

The invention relates to a pouch that is provided with a deformable flexible wall and designed to contain a liquid/pasty product that is distributed by a manual recirculating metering jet pump disposed on an opening zone of said pouch and able to be fitted in such a way that it cooperates with the latter to ensure that the product thus contained can be permanently stored without contact with the air. The pouch is equipped with a pump and can be introduced into and protected by an outer casing in order to form a packaging and distribution unit for said product. The pouch (1) has at least one rigid area in the vicinity of the opening thereof. Said area is created by a thickening of said wall and comprises fixing means (6, 7, 8; 10) in addition to means (13) that can be borne by the pump or by an element that is associated with the latter in the unit when in a mounted state and/or by said outer casing (12) when it is present or by one of the parts of said casing.